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PTO/SB/05 (08-00)

**UTILITY
PATENT APPLICATION
TRANSMITTAL**

(Only for nonprovisional applications under 37 CFR § 1.53(b))

APPLICATION ELEMENTS

See MPEP chapter 600 concerning utility patent application contents.

1. Authorization for Extensions & Fee Transmittal
(Submit an original and a duplicate for fee processing)

2. **Specification** [Total Pages] **18**
(preferred arrangement set forth below)

- Descriptive Title of the Invention
- Cross References to Related Applications
- Statement Regarding Fed sponsored R & D
- Reference to sequence listing, a table, or a computer program listing appendix
- Background of the Invention
- Brief Summary of the Invention
- Brief Description of the Drawings (if filed)
- Detailed Description
- Claim(s)
- Abstract of the Disclosure

3. Applicant claims small entity status.
See 37 CFR 1.27

4. **Drawing(s)** (35 USC 113) [Total Sheets] **5**

5. **Oath or Declaration** [Total Pages]

a. Newly executed (original or copy)

b. Copy from a prior application (37 CFR 1.63(d))
(for continuation/divisional with Box 17 completed)

- i. **DELETION OF INVENTOR(S)**
Signed statement attached deleting
inventor(s) named in the prior application,
see 37 CFR 1.63(d)(2) and 1.33(b)

6. Application Data Sheet. (See 37 CFR 1.76)

Attorney Docket No. **291508005U**

First Inventor or Application Identifier

/ Scott Eric Lipsky

Title

**DYNAMICALLY TARGETING ONLINE ADVERTISING
MESSAGES TO USERS**

Express Mail Label No.

EL696996816US**ADDRESS TO:**Box Patent Application
Commissioner for Patents
Washington, D.C. 20231

7. CD-Rom or CD-R in duplicate, large table or Computer Program (Appendix)

8. Nucleotide and/or Amino Acid Sequence Submission
(if applicable, all necessary)

- a. Computer-Readable Copy
- b. Specification Sequence Listing on:
 - i. CD-ROM or CD-R (2 copies); or
 - ii. paper
- c. Statements verifying identity of above copies

ACCOMPANYING APPLICATION PARTS

9. Assignment Papers (cover sheet & document(s))

10. 37 CFR 3.73(b) Statement
(when there is an assignee) Power of Attorney

11. English Translation Document (if applicable)

12. Information Disclosure Statement (IDS)/PTO-1449 Copies of IDS Citations

13. Preliminary Amendment

14. Return Receipt Postcard

15. Certified Copy of Priority Document(s)
(if foreign priority is claimed)

16. Other: _____

17. If a **CONTINUING APPLICATION**, check appropriate box and supply the requisite information below and in a preliminary amendment

Continuation Divisional Continuation-In-Part (CIP) of prior Application No.: _____

Prior application information: Examiner _____ Group / Art Unit _____

For **CONTINUATION** or **DIVISIONAL** apps only: The entire disclosure of the prior application, from which an oath or declaration is supplied under Box 5b, is considered a part of the disclosure of the accompanying continuation or divisional application and is hereby incorporated by reference. The incorporation can only be relied upon when a portion has been inadvertently omitted from the submitted application parts.

Claims the benefit of Provisional Application No. **60/166,949 filed November 22, 1999**

18. CORRESPONDENCE ADDRESS

Customer Number 25096 / Barcode

**25096**

PATENT TRADEMARK OFFICE

Respectfully submitted,

TYPED or PRINTED NAME **Steven D. Lawrence**

SIGNATURE

REGISTRATION NO. **37,376**Date **11/22/2000**